

BERSA ATELIER

BRANDING



ABOUT

Born from a love for quilting and a dream to share it with the world, Bersa Atelier creates handcrafted quilted accessories that blend beauty with purpose. Each piece is designed to bring warmth, elegance, and everyday functionality—whether you're at home, on the go, or making

CONCEPT

The Bersa Atelier logo captures the heart of the brand through a harmonious blend of softness, warmth, and timeless elegance. At its center is a symmetrical floral emblem, inspired by nature and reminiscent of traditional quilt patterns. This emblem symbolizes growth, comfort, and the delicate artistry that defines both florals and quilting.

The design is complemented by a clean, modern font with subtle unique details, reflecting the brand's commitment to sophistication with a personal touch. The choice of warm, soft tones alongside a fresh teal accent creates a palette that feels inviting and contemporary, evoking both nostalgia and freshness.

Like the repetitive motifs found in quilts and floral designs, the logo speaks to a quiet rhythm—one that balances beauty and functionality, and brings a sense of calm, care, and craftsmanship to the forefront.

FONT

NOMARK

A B C D E F G H I

J K L M N O P Q

R S T U V W X Y Z

OUTFIT

A B C D E F G H I

J K L M N O P Q R

S T U V W X Y Z

COLOR



1e717a



a58874



d2c3b3



225b62



ded6cd

LOGO VARIATIONS

A logo variation is a rearranged version of your primary logo design that gives your brand the flexibility to show up consistently, and recognizably, in different placements.

Logo variations can include a range of colors, sizes, and formats, but there are four main logo variations every brand needs. A brand identity designer should design you at least four non-negotiable logo variations to help your brand show up and look consistent no matter where you place it.



SECONDARY LOGO



PRIMARY LOGO



SUBMARK LOGO

PRIMARY LOGO

The primary logo is the main graphic that represents your business and is used most often. When designing the primary logo, our goal is to communicate who you are, what you offer, or where you operate. This logo may include your company's tagline, category or geographic location.



SECONDARY LOGO

The secondary logo is a simplified version of the primary logo. This design may eliminate or rearrange the elements to improve readability in small sizes. Secondary logos are intended for online use or when you must resize your logo to small formats.



SUBMARK LOGO

A sub-mark logo is a stripped down graphic of your main logo. The sub-mark typically does not include text or the full name of the business. Instead, the sub-mark logo is a graphical shape, drawing, or icon that represents your business. The sub-mark logo is used when the design must be resized to extremely small formats or to help communicate your brand quickly. Reading the text on a logo takes time, help your customers quickly identify and remember you with a well designed sub-mark logo.



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LOGO SPACE

Standards should be set to distinguish the space around the logo which is referred to as clear space. This helps ensure the distance from other design elements that surround the logo. Ultimately, clear space increases the visibility and impression on the audience.



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BERSA

ATELIER

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MOCKUPS

VISUALISE YOUR BRAND



 **BERSA**
ATELIER



 **BERSA**
ATELIER











Designed by LA Designs

Email: lizaashrafdesigns@gmail.com

Portfolio: <https://lizaashrafdesigns.wixsite.com/lizaashrafdesigns>

Instagram: <https://www.instagram.com/lizaashrafdesigns/>